



02 WIT RCS+ Product



RCS Product Stack

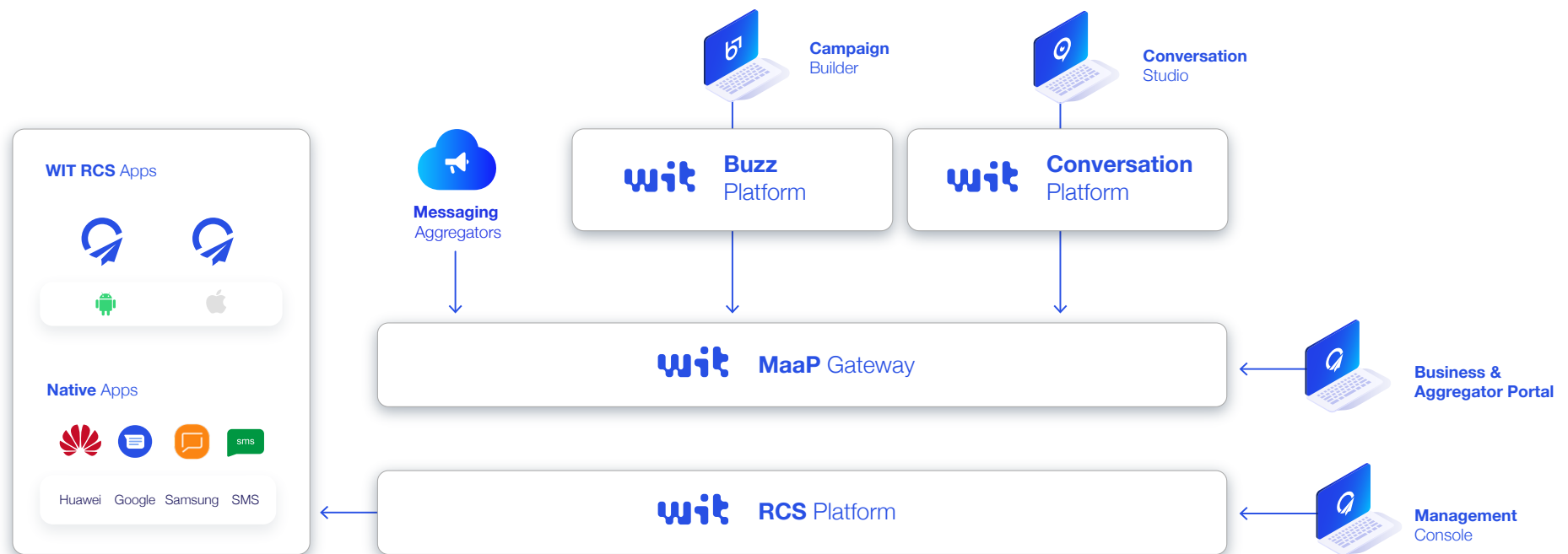
RCS Platform
MaaP Gateway
Business & Aggregator Portal
Campaign Builder
Conversation Studio
RCS Apps (Android, iOS, Web)
RCS Stack (Android, iOS)

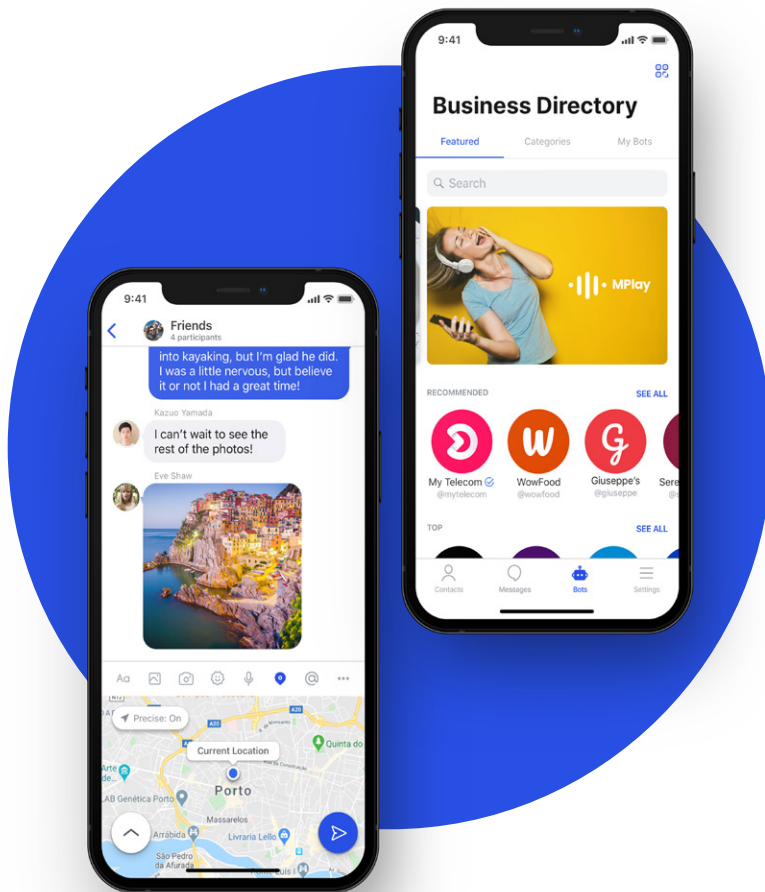


RCS Use Cases

P2P messaging
Evolution of SMS business messaging
A2P campaigns
P2A conversations

This product is targeted for Mobile Operators that want to have control over their carrier messaging service and exploit the exciting new use-cases of 5G messaging.





RCS Messaging, Voice and Video

Apps for Android, iOS and Web
fully compliant with GSMA UP2.4

Main Features

RCS Standard Features

Capability Discovery
Chat with "isTyping" indication
Group Chat
File Transfer of rich media
Audio Messaging
Geolocation push
Standalone Messaging
Single composer for SMS, MMS, RCS

Extra Features

Rich Profile Information
Bots & Brands Store
Reply to a message
Pin chat to top
Filter unknown senders
Backup and Restore
UI Theme configuration
Sticker Store
WebRTC client for messaging

Support for Chatbots

Rich Cards
Carousels
Suggested Actions and Replies
Sender Verification
Chatbots Search
Directory of Businesses
In-app Web View

App Distribution

Android App:
 . Download from Google Play
 . Pre-install by OEMs
iPhone App: Download from Apple Store
Support for AppClips & InstantApps

Enriched Calling

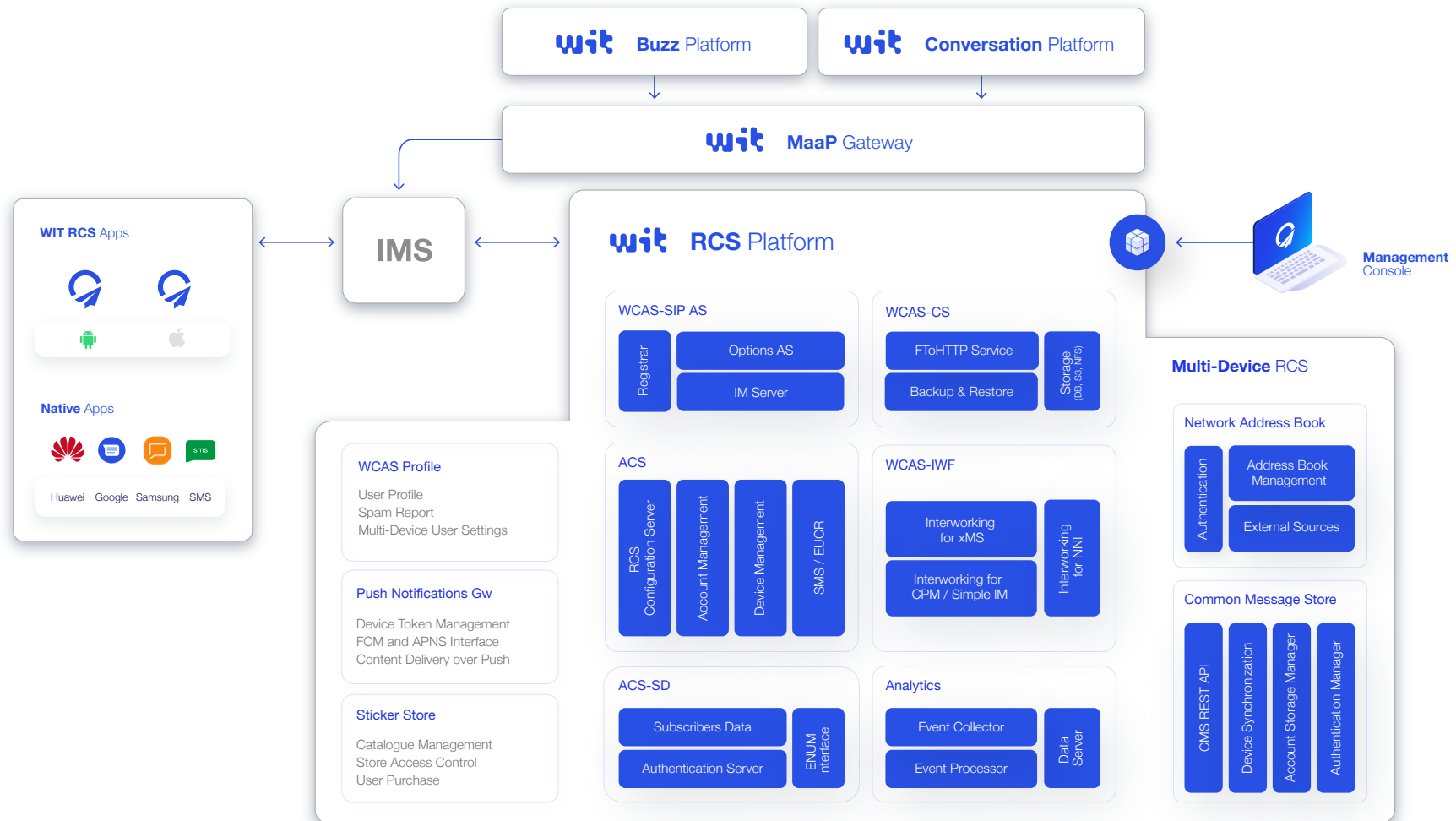
HD Voice (IR.92) and Video (IR.94) Calls
Call Composer and Post-call
In-call video share, sketch and map
Call log sync with device
Conference calls

Operating Systems

Android OS: versions 5 to 11
iPhones: iOS 12, 13 and 14

WIT RCS Platform

WIT RCS Server Platform is full-featured and compliant with GSMA UP2.4.



Main Features

Auto-Configuration server (compliant with GSMA RCC.14)
Capability discovery through SIP OPTIONS and Presence
Chat 1-to-1 and Group chat
File Transfer of images, audios and videos
Geolocation sharing
Standalone messaging
Delivery assurance with fallback to SMS/MMS
Standalone messaging (SMS and MMS via IP)
Supports OMA CPM and OMA Simple IM
Interworking between different versions of UP
Interoperable with native RCS: Samsung, Huawei and Google

Rich Profile Information
Fast Contact Discovery
Sticker Store with several types of stickers
Backup and Restore
Multi device support

Deployment

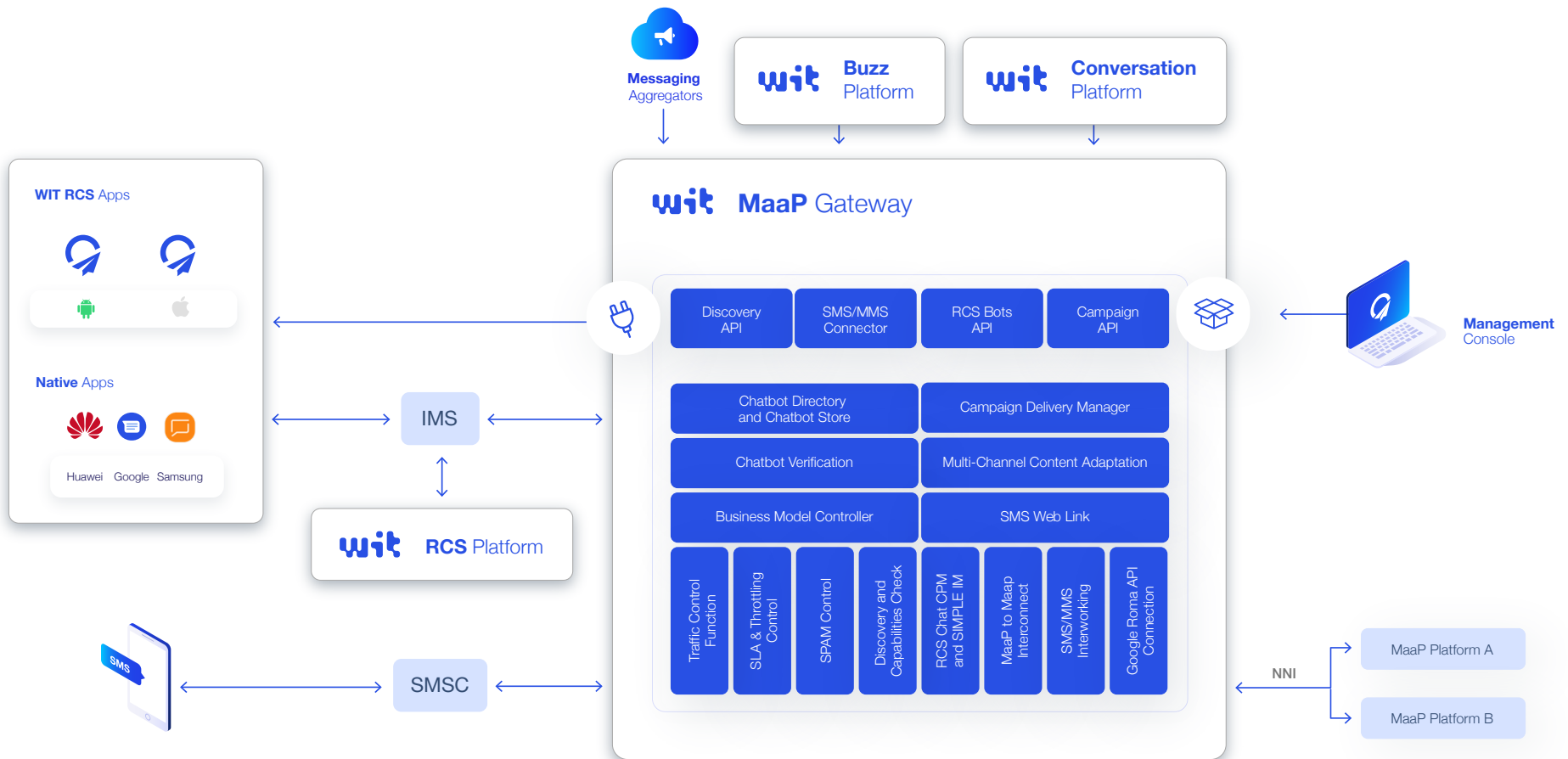
On-Premises or Cloud-Hosted deployment
Non-IMS or IMS deployment

Can be deployed on Openstack or VMWare vCloud
Ready for Amazon AWS (support for Cloud Native)

Geographic redundancy on Active-Active model
Scalable to hundreds of millions of active users
Proven 99.999% availability in live deployments
Low Operational Cost on “standard hardware”

WIT MaaP Gateway

Messaging-as-a-Platform Gateway to leverage the best use-cases of A2P/P2A messaging.



Main Features

Point of control for A2P/P2A Messaging

Rich cards and carousels
Suggested actions and replies
Capacity check base on OPTIONS and Presence
RCS chat over CPM and Simple IM
Compliant with UP2.4

Chatbot Discovery

Support for chatbot discovery
Search businesses in chatbot directory
Support for sponsored search
Federation of multiple chatbot directories

Content Adaptation

Automatic content adaptation (SMS, pre-UP2.0)
Web-based UX for non-RCS devices

Campaign Delivery

Campaign Engine for bulk message delivery
Management of A2P Campaigns through SMS/RCS
Asynchronous and parallel delivery of messages
Campaign scheduling with specific time and date
Message throttling and congestion control
Traffic control with blacklist and blackout periods

APIs

RCS Northbound APIs (GSMA FNW.11)
Facebook API
Campaign API
Discovery: GSMA Discovery API

Verified Chatbots

Chatbot verification with signature
Support critical chatbots
Blocking of chatbots

Traffic Control

Control Function for 3rd party MaaP Platforms
Spam Management and Spam Control
SLA & Throttling Control

MaaP Interconnect

MaaP connection via ICS and NNI interface
MaaP to MaaP interconnect via RCC.13
Support for Google ROMA API

GSMA Business Model

Support for events and sessions for different business models

Deployment

On-Premises or Cloud-hosted Deployment

Ready for Amazon AWS (support for Cloud Native)

Multi-tenant solution for multiple Operators in a country

Centralized solution for an Operator group in several countries

MaaP-to-MaaP interconnect through the RCC.13 Service Provider API

Connected to Google's RCS via ROMA API

Geographic redundancy on Active-Active model

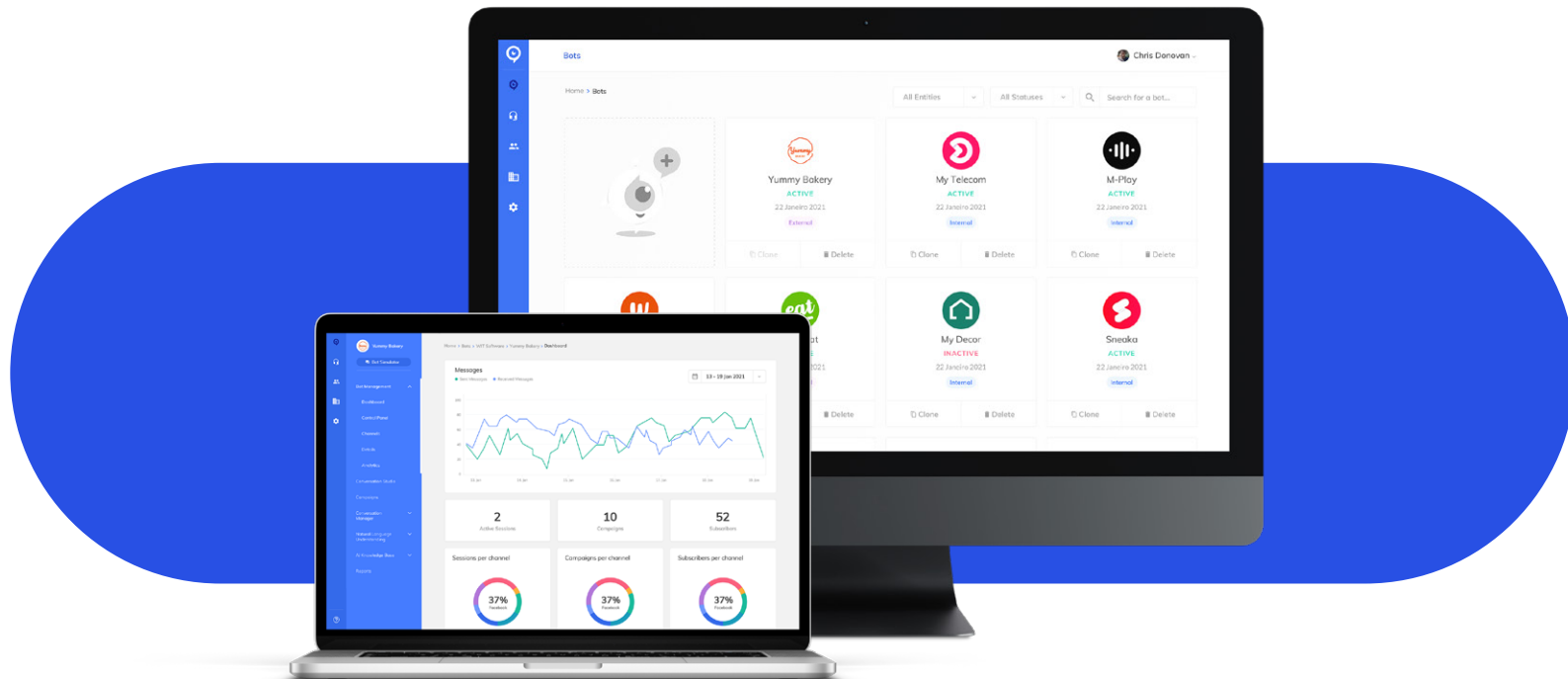
Scalable to thousand of millions of messages per month

Proven 99.999% availability in live deployments



WIT Business & Aggregator Portal

Frontend dashboard for onboarding and management of Business Accounts.

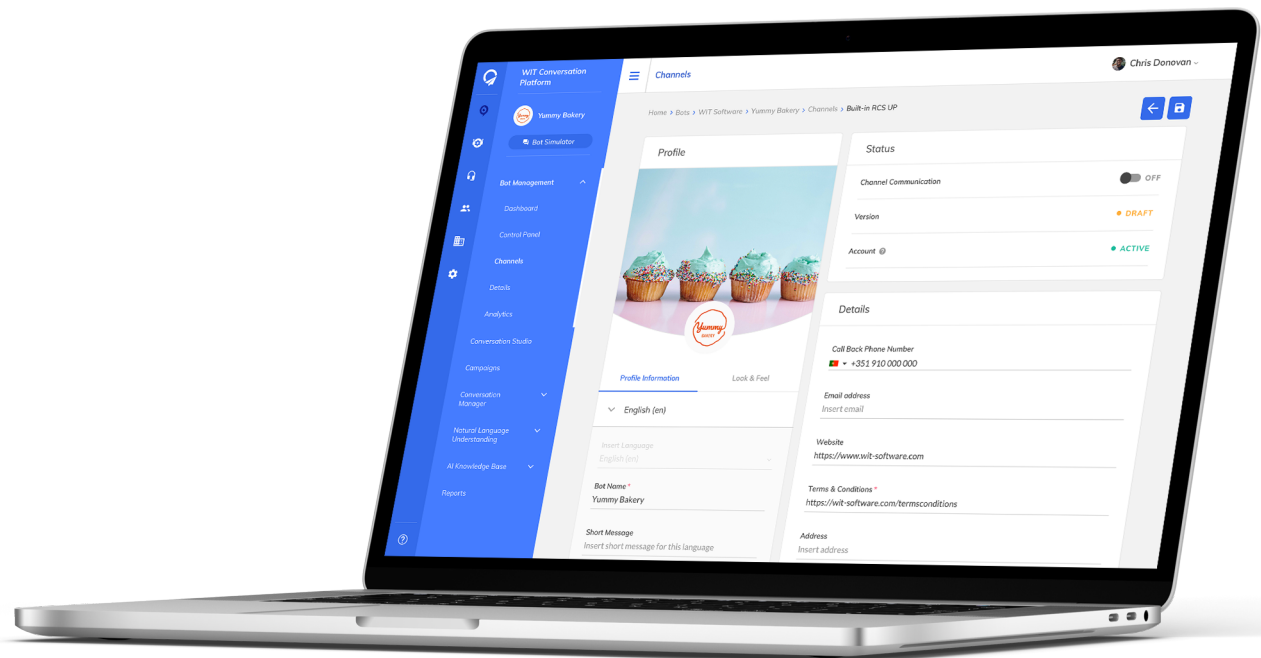


Main Features

Onboarding portal for Businesses and Messaging Aggregators
Administration dashboard for MNOs and MaaP providers
Management of Business & Aggregators accounts

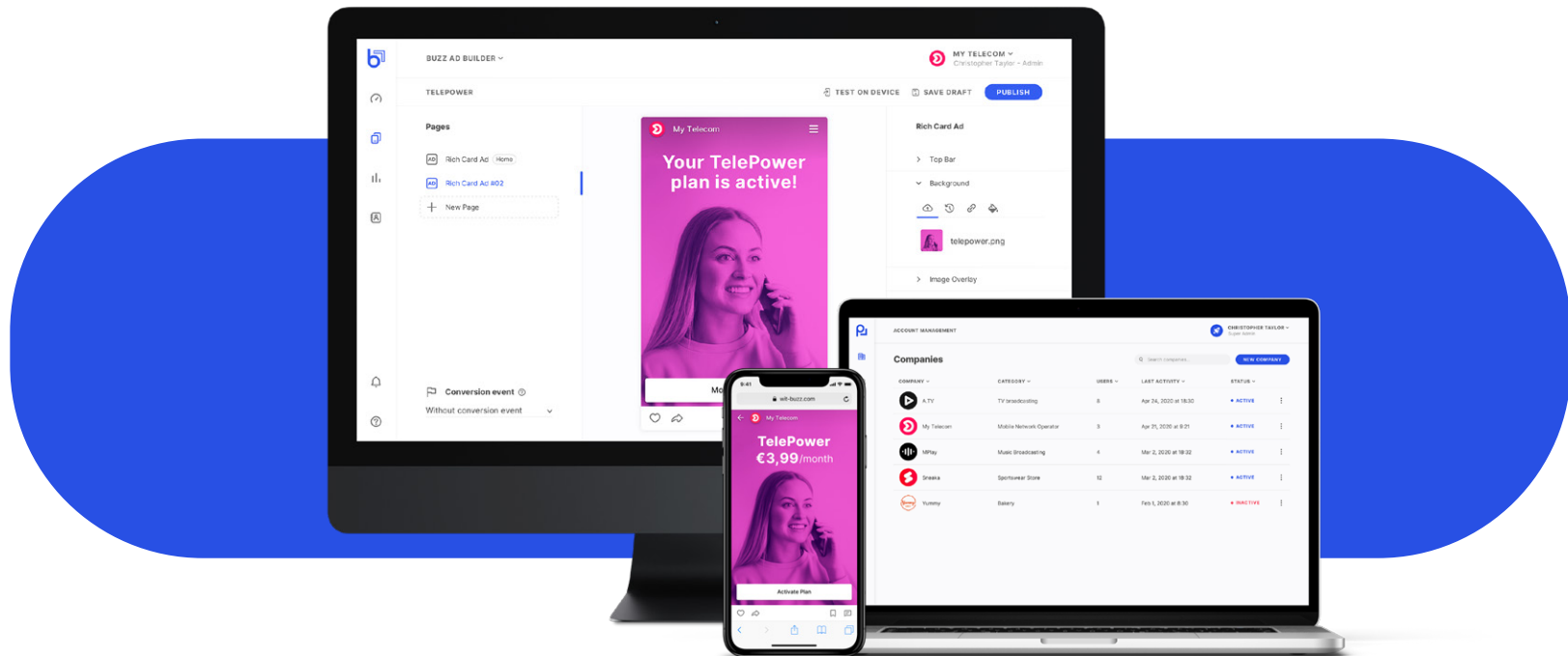
Management of chatbot life-cycle
Chatbot Profile Information
Verification of chatbots
Chatbot Sandbox playground
Chatbot Directory management

Report of chatbot usage and campaigns
Analytics and reports

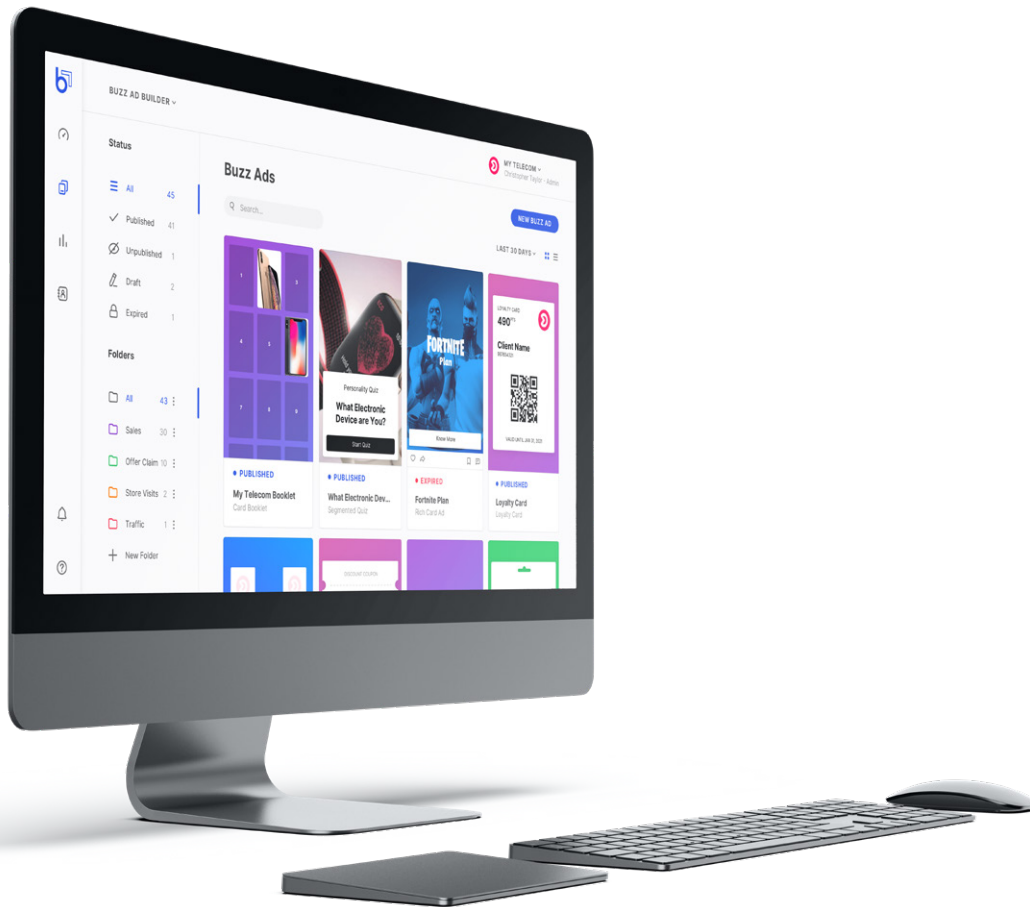


13 WIT Campaign Builder

Frontend dashboard for easy creation of A2P RCS Campaigns, to be used by any Marketeer in an effortless way.



Main Features



Campaign Builder

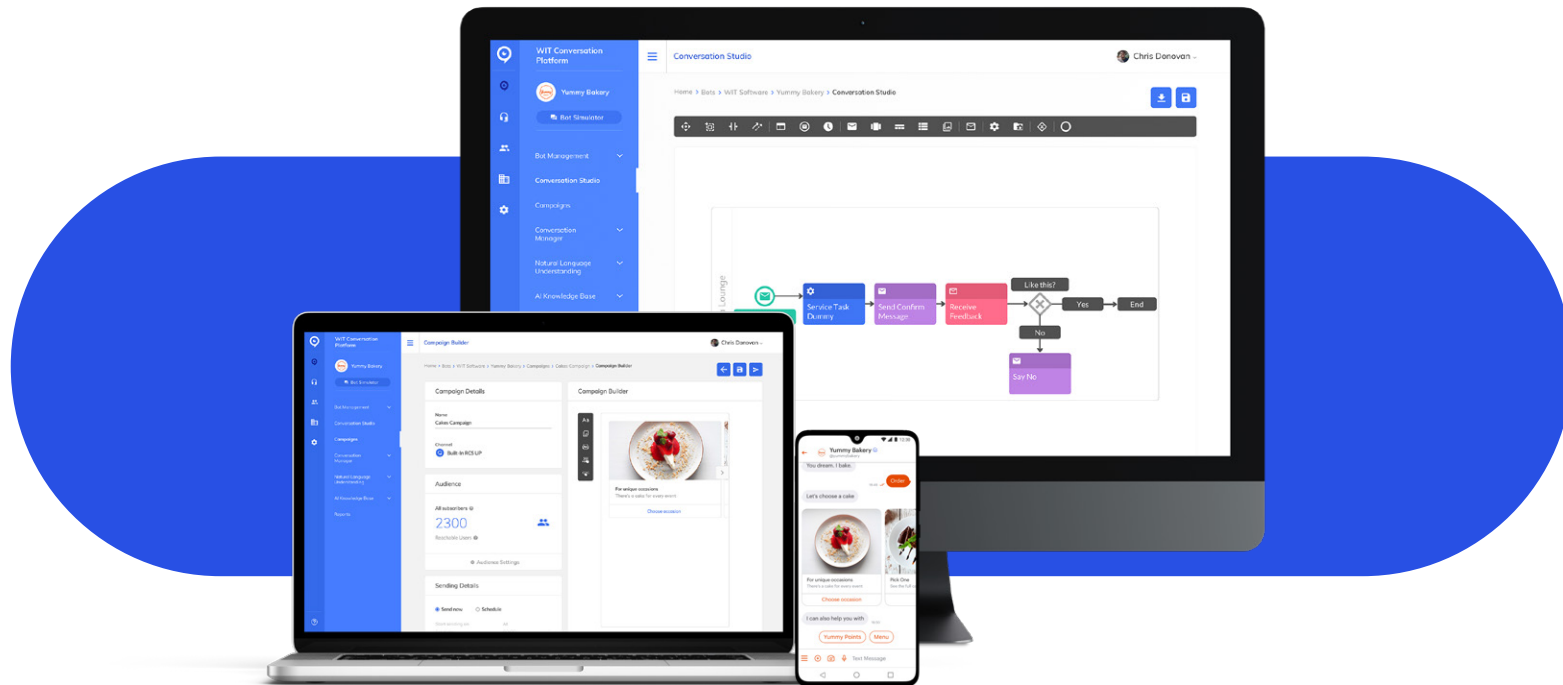
- Campaign Dashboard
- Easy creation of A2P campaigns
- Configurable templates
- Sandbox for creation and testing
- Management of Ad life-cycle
- Engagement metrics
- Analytics

Campaign Templates

- Image Cards
- Carousels
- Stories
- Image Maps
- Personalized Videos
- Surveys
- Coupons and Vouchers
- Customer Activation Widgets
- Gamified Ads
- Loyalty templates

WIT Conversation Studio

A platform to create, run and deploy RCS chatbots and P2A conversation sessions.



Main Features

Conversation Studio

Graphical editor to build conversations
BPMN as a modelling language
Intuitive UI

Built-in AI NLP

Support NLP in 21 languages
Automatic Language Detection
Natural Language Understanding (NLU)
AI Knowledge Base (for FAQs)

Conversation Management

Support for language translations
Personas
Conversation misses

Service Task Library

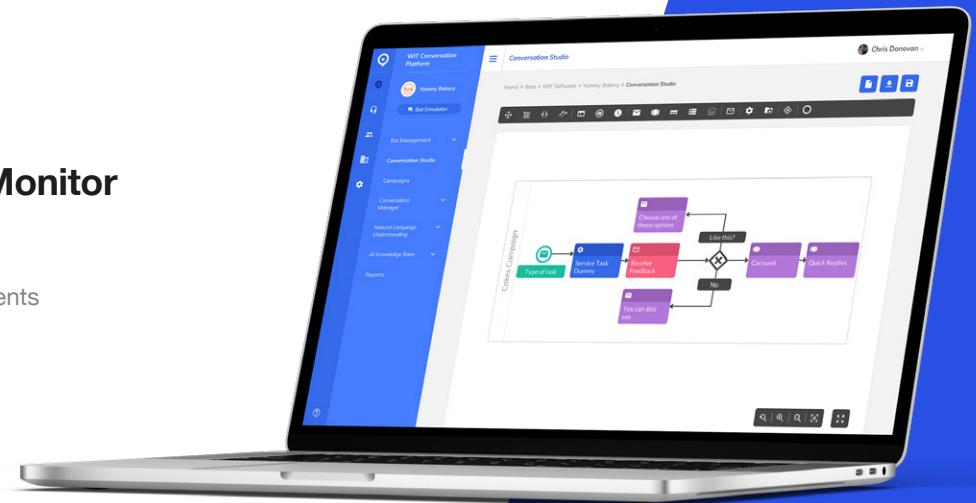
Connects to line-of-business systems

Onmi-channel Gateway

Connects to multiple channels:
RCS, SMS, Web Chat, WhatsApp

Conversation Monitor

Sentiment analysis
Escalation to human agents
AI assisted suggestions



RCS: Value for Mobile Operators

Reasons why

Mobile Operators should consider RCS

Mobile Telecom Operators can have **full control** of their carrier messaging service, the same way they do for voice and mobile data.

Operators will be able to provide a high level of **trust and privacy assurance** that mobile subscribers cannot get from OTT Internet players.

Operators can fully leverage new **revenue opportunities** of business messaging and plan a smooth transition from SMS to RCS.

Operators will be able to offer a rich carrier messaging service in the context of **5G networks**.

RCS: Value for Mobile Operators

Reasons why

Mobile Operators should consider the WIT RCS+ Product

WIT has a strong expertise on IP messaging, voice and video and has been working on RCS since 2011.
The current version of the product is fully compliant with UP2.4.

WIT RCS+ product is a carrier-grade solution and has been commercially-proven in terms of scalability, reliability and high-performance.

WIT RCS+ product is an end-to-end solution of RCS technology, comprising RCS Apps, RCS Server Platform, MaaP Gateway, Business & Aggregator Portal, Campaign Builder and Conversation Studio.

WIT has a solid track-record of deployments around the globe and is trusted by several tier-1 Mobile Operators in different geographies:





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WIT RCS+ Product Datasheet

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